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Ideas... 4-H and YOUTH DEVELOPMENT

No. 109

February 1970

4-H IN THE 1970's: What do we want Extension 4-H Youth Development Programs to be in the 1970's? This question faces us individually and collectively as we start the new decade. It is being asked by ECOP, by the Secretary's Office in USDA, by the many private support groups concerned about providing 4-H opportunities to vastly larger numbers of youth, and by University administrations.

A preliminary draft of a proposal, 4-H in the 1970's, has been sent to the State Leaders of 4-H - Youth Development, for comments and suggestions. Sessions to discuss it have been arranged with the staffs of the National 4-H Service Committee and the National 4-H Club Foundation.

4-H in the 1970's is an outgrowth of the recommendations of an ad hoc committee appointed in June, 1969 by ECOP to prepare proposals for increased financial support of 4-H--from both public and private sources.

The next few weeks are crucial as a time for review and inputs by State 4-H staffs to assure that your State's contribution to the design of 4-H in the 1970's is built into the program proposals. In our judgment, this is the best opportunity that we have had in 25 years to make our plans and wishes for 4-H known. Now is the time!

WE MUST MEET THE CHALLENGE: Just a year ago we were "seminaring" on programs for urban members. The concern most often expressed was for resources legitimately planned for urban 4-H. Now, we have our big opportunity in the Expanded Nutrition Program. And we must meet it!

Our ingenuity is challenged to develop programs to meet the needs of low income urban youth, keeping within the scope of nutrition and closely related subject matter. We have the challenge in this program to emphasize volunteer leadership. However, aides may assist professionals to recruit, train and support the volunteers. The "4-H type" programs may include organized 4-H Clubs of various kinds, informal or special interest groups, mass media programs, individual self-determined programs, camps, workshops or other approaches. We hope the philosophy of 4-H in your area will encompass informal 4-H groups.

The next issue of IDEAS will focus on 4-H work with low-income youth. Lloyd Rutledge is preparing the copy and including many of the excellent examples you have sent to him.

We agree completely with what Rudy Monosmith said in a letter to the California staff: "The success of the new program to bring the Expanded Food and Nutrition Program to urban youth through a 4-H type program will be dependent upon our staff's ability to be innovative, creative, flexible and dedicated!"

The confidence of your FES 4-H Division is being buoyed up as we read your nutrition plans of work. We have this as a top priority in our 1970 plans.

RUSS SMITH TO TRANSFER: Russell W. Smith of the FES 4-H staff is transferring February 1 to a position as 4-H Literature Coordinator for the Northeastern States, based in New Jersey. This is a position established by the Directors of the Region to bring about a more efficient system for planning and preparing 4-H educational materials. The demonstration being carried out in the Northeast has high interest and value for the entire nation.

Russell has been in FES since October, 1965, with previous experiences as County 4-H Agent in Vermont, and 4-H Program Leader in Ohio, as well as being a National 4-H Fellow. His assignments at FES have included: urban 4-H work, natural beauty and conservation, camping, safety, the National 4-H Records Judging Committee, and National 4-H Conference. We'll certainly miss Russ here but are glad he will continue importantly on the 4-H team.

SEMINAR ON WORK WITH DISADVANTAGED: Plans are completed for the two-day seminar on work with disadvantaged boys and girls being held at Memphis, Tennessee, February 24-25. The seminar provides opportunity to extract from the Arkansas 4-H Project, program ideas, features and methods for expanding 4-H. Plans for attendance and requests for programs should be directed to Director C. A. Vines or Dewey S. Lantrip, P. O. Box 391, Little Rock, Arkansas 72203 by January 31.

ADULT LEADER FORUMS FOR 4-H LEADERS: Three Forums are coming up this March. The year 1970 is the 10th for forums and plans are under way to take a whole new look, profit by past successes and mistakes and come up with a program that is super. You may still have time to get a few key leaders to attend. If not, start now to get a busload to come to one of the forums--scheduled next fall.

The Western Regional Leader Forum is set for Tucson, Arizona, March 6-10, 1970. It is anticipated that the 12 States will send about 200 volunteers to the campus of Arizona State for a well planned program.

CITIZENSHIP SHORT COURSES: We are happy to learn that the National 4-H Center management expect an even larger number of young people in for Citizenship Short Courses. Here again strong effort is being made to improve the program a great deal as we start the second decade of short courses. If you don't have a group coming you should check to see if there isn't room for a special group from your State. Several States have not yet had delegates at short course.

INTERNATIONAL PROGRAMS: We were sorry to hear not enough people were interested to take the Extension Study Tour to Central America next month. Plans are to offer another opportunity this fall. We think at least 15 to 30 people out of 15,000 Extension professionals could find time and resources to benefit by such a trip. Let us know your problems or ideas.

RECENT RESEARCH RELATING TO 4-H: We have been asked by the 1970 Program Committee of National Association of Extension 4-H Agents to help locate some of the most outstanding and pertinent 4-H research completed by Extension people. The agents plan to have a series of research papers presented at their annual meeting at Purdue November 1-6. If you know of an outstanding piece of research please let us know about it.

TRAINING FOR 4-H TV: A training committee on planning and evaluation appointed by ECOP met January 19 and 20 at the 4-H Center. The role of the committee is to develop and implement a 4-H TV training program for State Extension staff, scheduled for the spring of 1970. The group, working with Eleanor Wilson includes: Dr. J. B. Claar, Illinois; Dr. Emory J. Brown, Pennsylvania; John McLaughlin, Nebraska; Dr. Ray Weick, Arizona; Sara Sue Naragon, Indiana; Dr. Roy Cassell, FES, and Dr. Jerry Macklin of National 4-H Foundation.

4-H AT LAUNCHING OF APOLLO 12: Orchids to Ruth Milton and to Brevard County, Florida for hospitality arrangements for the 24 4-H members from 16 States who attended the launching. The opportunity of staying with 4-H host families in the area, and meeting with the County 4-H Council, added greatly to our delegates' experience.

PROGRAMMED SELF STUDY MANUALS FOR 4-H LEADERS: Presses will roll this month to print the 1200 programmed self study manuals developed by Colorado through an FES Special Needs Project. Only about half the States ordered copies. We plan to provide one copy of the revised manuals to each State. If you can find the money to purchase copies we might be able to get a reprint. Those who ordered copies should receive them by March.

NATIONAL 4-H CENTER EXPANSION PLANS ARE PROGRESSING: A letter to State Extension Directors points out that 36 States have determined they will raise \$1,488,000 of a goal of \$2,000,000. The National 4-H Foundation Advisory Committee expects to complete the goal of \$6 million dollars by late spring or summer. Pledges or payments from these corporations now exceed 1-1/3 million. The fact that "the Family" section has been ahead of the Corporate section has provided a powerful incentive for the National Advisory Committee to work diligently at their job.

REACHING MORE JUNIOR 4-H MEMBERS: In a recent study of "Relations Between Junior 4-H Enrollment and Selected Characteristics of Tennessee's County 4-H Extension Programs," by Chu and Carter, at least three characteristics were discovered as being very significant in increasing enrollment of Junior 4-H members. These were:

- When Junior leaders (called teen leaders in some States) increased in number, so did Junior members.
- When 4-H leaders increased in number, so did Junior members.
- When the number of clubs increased, so did the number of Junior members.

The question then seems to be how to get more teen leaders, adult leaders, and new clubs. Effective new leaders, new clubs, and new teen leaders are generally brought into 4-H by the "personal touch."

/SHARING SOME OF THE GOOD IDEAS IN STATE PROGRAMS/

We focus this issue on two general areas: (1) Some interesting leadership opportunities for youth, and (2) Staff and volunteer adult leadership development.

YOUTH LEADERSHIP OPPORTUNITIES

FLORIDA - State 4-H Report

The President and vice-president of the Florida 4-H Council again had a chance to personally present to the Governor and the Florida Cabinet the report of 4-H they had prepared. They also sent copies to administration in The Institute of Food and Agricultural Sciences and the University of Florida.

IDAHO - Beautification

The Clearwater County 4-H Builders Club (older 4-H) received outstanding recognition by Keep America Beautiful, Inc. Five members of the club journeyed to New York City for a November presentation.

IOWA - Citizenship Deputation Teams

The Iowa State University Campus 4-H'ers are now adding Citizenship Deputation teams, along with their fine Recreational Deputation Teams. Each team of four students will coordinate a workshop for any 4-H group within 60 miles of the campus, which includes the State 4-H camp location at Madrid.

KANSAS - 4-H Photo Exhibit Planned for Rock Springs Ranch

Fourteen 4-H'ers have supplied negatives of their prize winning photographs at the 1969 Kansas State Fair and pictures will be made for exhibit at Rock Springs Ranch, State 4-H Center. The exhibit of photographs by 4-H'ers is an annual project, recognizing one of the States's most popular projects.

MISSOURI - Excursions in Home Improvement

This marks the sixth year for Excursions in Home Improvement Programs and it remains as popular as ever with over 1,000 4-H'ers and leaders attending. The 1969 Excursions program consisted of eight one-day meetings held in strategic locations over the State. Purposes: to provide information on home improvement above and beyond the local resources of the 4-H members; to stimulate creativity and positive thinking; and to inspire personal achievement in the Home Improvement Project.

NEW MEXICO - Squad Car Classroom

The Safety Committee from each 4-H Club in one county rode with the police to observe traffic violations. Club members recorded all violations they saw and wrote a summary about the hazards and what could be done to make drivers more safety conscious. Riding in a police car with an officer was a valuable educational experience for the 4-H'ers. It was also an unusual opportunity to learn what policemen do and to appreciate and respect them more.

OREGON - Know Your State Government

This February 8 to 10 educational experience continues to be highly valued by the delegates and State government officials, as well as highly rated by the Extension staff. Oregon's National 4-H Conference delegates are interviewed and selected at this Conference.

SOUTH CAROLINA - Tested Program Being Re-vamped

"Shape Your Future" educational materials and methods are being re-evaluated for emphasis in low-income nutrition work. The project was originally drafted by nutrition, clothing, and family life specialists cooperating with the 4-H staff.

TENNESSEE - 4-H Youth Council

Seventeen young people and three adult representatives make up the 4-H State Council. The council includes representatives of each of the five Extension districts: Adult representatives include the chairman of the 4-H Foundation, chairman of the Committee of Volunteer Leaders, and the chairman of the Committee of Extension Agents. The council makes recommendations concerning the overall 4-H program in the State as well as plans for specific events.

WASHINGTON - That's What's Right with America

A bank in Everett has saluted 4-H, among other community groups, in their posters and newspaper ads. They aim to feature people and events that are the "salt of the earth" but might not make the front pages of our dailies.

WEST VIRGINIA - Cooperative Program with Red Cross

Older 4-H girls of Wayne County who had received leadership training were prepared as Red Cross Mother's Aide course instructors. Their preparation included the Red Cross Home Nursing Programmed Instruction course as background, the complete basic Mother's Aide Course, and sessions on group dynamics and teaching methods. They were then given an opportunity for teaching in 4-H camps in Wayne and nearby counties, resulting in 200 certificates being issued. Kanawha-Clay and then Lincoln Counties next launched such a program.

GEORGIA - Science TV Series

More than 200,000 boys and girls are enrolled for the TV Science series. The series is being aired on four commercial stations as well as over educational television.

DEVELOPMENT OF STAFF AND ADULT VOLUNTEERS

CONNECTICUT - Conference on Understanding Youth

A Youth Agencies Conference included 4-H, Girl Scouts, Boy Scouts, YMCA and the State Commission on Youth Services. Following a keynote address, conferees participated in discussions on the age group of their choice with resource persons who were specialists in child development and youth programs.

FLORIDA - Staff Training Opportunity

The University of Florida is presenting an academic development program for black students especially oriented to Agriculture and Extension Education. In it the emphasis can be upon 4-H Youth Development. Prospective participants should contact Dr. M. A. Brooker, Professor and Head of the Academic Development Program.

KANSAS - Seminars on Working with Youth of Different Ages

A major thrust in the State program is providing information on working with youth of different ages to Extension and other professional youth leaders. "Understanding Boys and Girls, Ages 8 Through 11" was topic of a recent seminar and workshop. Program focus was on interests, problems, learning psychology and design of learning situations for this age group.

MARYLAND - Leaders Meet

"4-H in Today's Rural Community" was topic of leaders' discussion sessions at Baltimore on January 8. Ideas were exchanged on bettering the State's 4-H program.

MICHIGAN - State 4-H Council Reunion

The concluding event for the 1970 State 4-H Youth Council winter meeting, January 29-31, included a reunion with former council members. Letters were addressed to all former State 4-H - Youth Council members inviting them to Camp Kett for the final meal event.

MINNESOTA - Training Meetings for County Food Project Chairmen

The food-nutrition field was the latest subject matter area for county project chairman training--previously in health, crafts, and home management. Training meetings, held in two locations, helped county project chairmen get a broad picture of food-nutrition 4-H work as well as specific methods.

MISSOURI - Youth Agents Involvement in Youth Conferences

In preparation for the 1970 White House Conference on Children and Youth, the Missouri Committee has held 30 "little" White House Conferences on Children and Youth on a regional basis within the State. In each Conference, Extension Youth Agents or Home Economists were involved in the program or were responsible for recruiting youth and adults to attend. The recommendations from these "little" White House Conferences are being tabulated and will be distributed to Extension Youth Agents as a basis for program development.

NEVADA - "Encountering Youth"

Annual Conference in Nevada, involving the entire College of Agriculture, was themed to "Encountering Youth".

OHIO - In-service Training for State and Area 4-H Agents

The December training conference focused first on inner-city 4-H program and stressed flexibility. Second focus was on reaching leaders through new approaches. An exchange of ideas by area agents brought out such activities as a special 4-H camp for 50 blind children, conservation field days, career camps, and seminars for orientation of county advisory committee members.

OHIO - Correspondence Course for 4-H Advisers Launched

"Focus on Leadership" is the title of a correspondence course series designed for 4-H Leaders in Ohio. Lesson I - You and 4-H - What It's All About, a four-page leaflet prepared by Beatrice Cleveland, is already available for new advisers. Several additional units are in process which will stress basic information needed to work with boys and girls in 4-H Clubs and groups. Each lesson will have a self-evaluation sheet of questions to help leaders check their own learnings and understandings.

/NEWS OF OUR COWORKERS/

We're sure you have had the news that Edwin L. Kirby was appointed as FES Administrator. Perhaps some of you do not know that he was an assistant State 4-H leader in Ohio before becoming assistant director in that State. We're enthusiastic about potential for Cooperative Extension under his leadership.

Bill Scheeflock, California, is teaching the youth methods course at the Extension Winter School in Arizona. State 4-H staff members enrolled for the course are Marian Larson, Minnesota; Phyllis Stout, New York; and Kenneth Nelson, South Dakota. A stimulating group of county and area 4-H staff, and other State staff members, are also participating.

Jim Kemp of Indiana is now in the president's role of the National Association of 4-H Agents. Jim Johnson of West Virginia is president-elect, and John G. Lancaster of Maryland is vice-president.

Dorman Brookey, Supervisor of 4-H and Youth Development in New Mexico, was State leader adviser for the delegation of 4-H members attending the 36th (Canadian) National 4-H Conference in Ottawa and Toronto. This is the 10th year U.S. 4-H'ers have visited Canada.

T. T. Martin, formerly State 4-H leader in Missouri, passed away on January 2. He had served on the staff for 30 years when he retired in 1953. Probably he was best known nationally for his writing and teaching in the area of leadership development.

Jack M. Tyree, Virginia, has the new title Director, 4-H and Youth. Nelson M. Trickey, Missouri, has the title Assistant Director of Extension Youth Programs, and is in the key coordinating role for 4-H leadership.

Maurice E. Johnson is acting State 4-H leader in Idaho. In Washington, Thomas R. Quann is associate State leader of Human Resources - Youth.

Jacqueline Ann Orlando is New Jersey's Extension Associate - 4-H for Textiles and Clothing.

Mrs. Dorothea Holstein of the Nebraska 4-H staff retired January 31 after 30 years service. Immediately after, she and her husband left for a Caribbean cruise. The 216-member University 4-H Club, which she had served as adviser, made her an honorary member.

Reese Dunson has retired in Georgia after 25 years in 4-H and conservation work. He was influential in helping build the activities at Rock Eagle 4-H Center.

Geraldine Fenn, an energetic 4-H staff retiree in Montana, is giving leadership to her State's efforts relative to the 1970 White House Conference on Children and Youth. She has offices in both Helena and Bozeman.

Two FES retirees who will be sorely missed on the national scene are Miss Alice Linn, Clothing Specialist, and Ralph Fulghum, formerly the assistant director of Extension Information Services.

Sue Kleen, of the FES Information Staff, will devote half her time to 4-H Nutrition Programs, augmenting the help this Division already gives to 4-H. Sue formerly was a National 4-H Fellow, an IFYE, and agent in Wyoming. She has been on the Information Staff for the past year, with primary emphasis on adult nutrition programs.

In the next month's IDEAS letter we expect to list many new professionals working on the Expanded Nutrition Program. Please keep us alerted of appointments in your State.

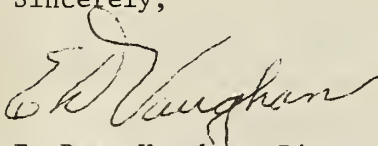
/IN CLOSING/

Many of you have commented about the book "A Touch of Charisma" that tells of 4-H in West Virginia, published by the All Stars. Author Guy Stewart, Dean of the School of Journalism, says:

"4-H has always had a certain quality about it which attracts young people--a magnetism which can be summed up in the term charisma."

The new decade will find us working with ever larger numbers of youth but, we hope, still with "charisma."

Sincerely,



E. Dean Vaughan, Director
4-H - Youth Development

John W. Banning, Assistant Director
Fern S. Kelley, Assistant Director
(Editor of IDEAS)

Program Leaders:

Polly L. Fussell
Robert R. Pinches
Lloyd L. Rutledge
Russell W. Smith
Kemp L. Swiney
Eleanor L. Wilson

Enclosures